

Present: Dwight Baker; Dan Chavre, Ray Day, Jr.; Dave Elliott; Miranda Leidich; Joan Michaels; Ed Miller; Holly Plackett, chair; Anirudh Sanhi, vice-chair; Carla Saulter

Excused: Tina Shereen

Provisional Members: Laila Barr

Staff: Barbara de Michele, Community Relations Planner; Arthur Thornbury, Council Staff; Gary Larson, Chief of Metro Information Services; Bob Virkelyst, Supervisor of Metro Marketing; Deborah Brockway, Metro Marketing; Rob Fellows, Comprehensive Plan project manager

Guests: Tim Smith; Stefan Lundgren; James Lucking; Candace Granfelt; Bri Burt; Laura Gunning; Kai Jorgenson

Plackett opened the meeting at 6:05 p.m. As a courtesy for attendees, she asked Stefan Lundgren to make a brief presentation to the TAC. Mr. Lundgren spoke about proposed changes to the Route 17. Carla Saulter asked if staff would report to the TAC on how the Route 17 community was notified of the proposed changes [report provided by Community Relations Planner Pat Cleary on 2/13/08]. Plackett next introduced Arthur Thornbury, who briefly requested to be included in our deliberations for items under consideration by the Regional Transit Committee.

Metro Marketing

Virkelyst provided a detailed overview of the 2008 Metro Marketing Plan, which included six priority projects. Virkelyst noted that Metro has been severely impacted by ridership demands, as service has grown between 4% and 7% each of the last five years. In 2007, Metro provided 114 million rides. He particularly noted two areas: 1) advertising on bus shelters and 2) the Metro website. Virkelyst stated that a cross-disciplinary team is being assembled to address basic website issues for the County, Department of Transportation and Metro websites, all of which are inter-connected. TAC requested more information on this latter topic be included at future meetings.

Signage

Larson presented an overview of proposed changes to Metro bus signage. New signage will carry much more information than currently provided, including destination and route information, service type, commute service, Metro's customer service telephone number, the Metro web address, and the bus stop location number (so people may report problems accurately).

TAC members provided the following comments:

- Day – on the “icicle” signs, be sure to put those in the rural areas so the drivers know that someone is waiting for the bus. It's really important, especially in the dark, to know that someone is there, waiting for the bus

- Baker – I'd like to see sign coordination with other major bus carriers in the region. Get some agreement on what kind of information should be on the signs. We need "real time" information at major stops.
- Leidich – For routes close to County lines, will there be some kind of information for regional transportation? You need simplicity but you also need to know if you will need to access other agencies. I am so happy with the national and international benchmarks on the signs. And the stop numbers – that is great.
- Chavre – We need to remove the stigma from riding the bus. We need to do a lot of work to convince people that the bus is a good thing. It isn't acceptable to treat signs like this [a sign example with graffiti was brought to the meeting].
- Miller – It's great. Thank you.
- Barr – One quick point – we need consistency on time information at each stop. Some stops show the time point at the stop; others show it at some location elsewhere on the route. It would be nice to have a consistent approach.
- Michaels – I agree. What does that time refer to? You're not always sure. Also, we need to "road test" these signs and make sure they are user-friendly.
- Elliott – Thank you.
- Plackett – In the committee last year we talked about digital signage. These signs are the first big improvement in 20 years, so I want to know what we plan to do to bring as many digital signs into the system as possible. Let's not use old technology. Are we at least looking at that for the transit centers? [Larson responded that, yes, we have a consultant who is evaluating the use of digital signs. However, there is a large expense and the cost of installation, as well as maintenance, will have to be considered].
- Sahni – In every other transit system in Europe, they proudly display the full system map at the bus shelters. Also, we need references to cross-modal interfaces, such as LINK and light rail.
- Saulter – You need as much destination information as possible. There are some routes that have different destinations

Comprehensive and Strategic Plan

Due to the length of the earlier presentations, Fellow provided a very brief presentation on the guiding documents and promised to return for a longer session in March.

Trip Planner Sub-Committee

The group met and discussed possible approaches to lobbying on behalf of a better Trip Planner. **Miller moved/Elliott seconded that the TAC approve a sub-committee conference with General Manager Kevin Desmond to promote the importance of the website. Passed unanimously.** Plackett also asked the group to come up with a work plan for presentation to the whole group.

Committee Business

Day reported on his attendance at the Regional Transit Committee. He sent an e-mail to the group earlier, but reiterated that Councilmember Julia Patterson strongly



questioned the results of Metro's partnership grants awards program, particularly the impact on suburban cities.

Plackett adjourned the meeting at 8:30 p.m.